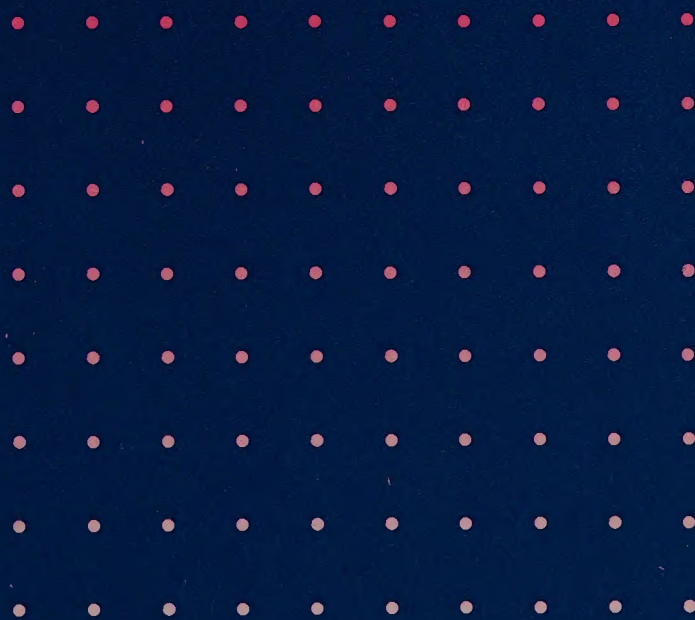


C E N T E N A R Y



THE
PRESIDENT'S
REPORT
1988-89



C O L L E G E



A · T I M E · T O · B U I L D



• • • • •

The following pages chart, we are grateful to say, the robust health of the College. Its soundness is clear from the reports and diagrams in these pages: we celebrate a superb 1988-89 year.

On the one hand, expenditures were frugal, precious resources conserved, budgets, if not frozen, severely chilled: all to restrain the relentless rise of expenses.

On the other, gift income advanced to by far the highest total in Centenary's history, rising from a previous high of \$4.3 million, to \$8.1 million!

The reason for this advance, of course, is the magnificent response by the Trustees and Faculty/Staff, to the College's "Fulfill the Vision" Campaign. In the first weeks of the Campaign, the Trustees exceeded their goal

• • • • •

FROM THE PRESIDENT

of \$5 million, and even their challenge goal of \$8 million, by pledging a total of \$8.8 million! And the Faculty/Staff response exceeded their goal by 13 percent with 94.5 percent participating!

There remain, now, crucial solicitations: of the Alumni, the United Methodist Church, the Shreveport/Bossier City Friends, and the Foundations. Surely, we are set fair to "fulfill the vision," in our time!

In my last report to you (1987-8), rather than devoting space to amplifying the financial details – since they are self-evidently hale! – I suggested some reasons why the College is so loved, and why so many people support sacrificially its advance: above all, are its traditions of quality, and its commitment to value-centered, freedom-permeated, person-oriented education.

In this report, too, I will use my space so: to delineate briefly various other characteristics of the College its lovers point to in explaining their devotion.

The College as Regional Asset

Obviously, for the vast majority of Centenary's neighbors, what is outstanding about the College are its prestige as an academic leader in the region, and its value as the area's cultural center.

But many recognize, too, that Centenary is a very significant financial asset to the community. Since 1908, Centenary College has been a major employer, and a major spender, in the area. Our present budget of approximately \$12 million, of which \$5.5 million are paid as wages, in effect multiplies, in a "ripple" effect through the local economy. So do the estimated \$400,000 a year spent by students on entertainment, food, clothing, etc. Capital projects, like the construction and modernizing of buildings, add to



Dr. Donald Webb

the effect. Local vendors supply services and commodities amounting to around \$2 million a year.

All of which, economists tell us, produces a cumulative effect of around \$25 million a year on the local economy. Centenary is no mean asset!

The College as Financial Benefactor

The hard fact is, no Centenary students pay for their education. All students are heavily subsidized. Before any scholarships or student aid are awarded, each student received – in '88/'89, for example – \$5,513 toward the costs of his or her tuition.

That is to say, the total costs of educating a student for the year were \$10,913. If he/she paid full tuition (of \$5,400), the difference was \$5,513. This amount the College had to provide; and we did so, out of gifts, and income from endowment.

In addition, of course, 70% of our students received scholarships or aid: for a total of \$1,666,057. This also was provided out of gifts or endowment income.

And, of course, both the substantial subsidy and the aid are vital: the expenses colleges incur

rise inexorably each year, and if we did not strive strenuously to enable students to afford to enroll, soon our kind of quality education would be accessible only to the rich, who can afford it, or the poor, who can get Federal aid. Our mission is also to enable middle-income American young people to receive first-class education.

The College as Elicitor of Leadership

One of the chief values of a Centenary education is that it elicits and nurtures leadership qualities. One in seven of our students fills a leadership role. I am constantly amazed, and deeply gratified, at the new young student leaders who each year step forward to do crucial tasks. It is invidious, perhaps, to identify some, even from just this current year, in that space forbids my naming all the worthy ones; but I will risk it, in paying tribute to some obvious '88/'89 campus leaders: Janna Knight, who during her 3 years at Centenary has played a vital role in 14 campus organizations, including being President of the Student Government Association; David Fern, S.G.A. senator, and manager of the Radio Station; Heath Elliot, Student Senate Treasurer and wise member of the Student-Faculty Discipline Committee; Tricia Matthew, Editor-in-Chief of the nationally-acclaimed student newspaper *The Conglomerate*; "Mac" Coffield, the new S.G.A. President . . . magnificent young leaders! And there are a hundred more.

Centenary is healthy! It has been a great year!

Hail to the new year!

Dr. Donald A. Webb
33rd President
Centenary College

378.763
C333P
1988-89
C.2
College Room

Fulfill the Vision

CAMPAIGN

Centenary College launched one of the most significant undertakings in the history of the College: a \$13,000,000 capital funds campaign.

Authorized by the Board of Trustees in September, 1988, the three-year Fulfill the Vision Campaign will be conducted through May, 1991, and has a challenge goal of \$21,500,000.

Funds from this campaign will provide the margin for excellence in educational programs and facilities at Centenary.

The priorities include:

- Endowed Chairs
- Endowment for Scholarships
- Endowment for Faculty-Staff Development
- Renovation of Magale Library
- Provision for a Music Library
- Construction of a Social Science Building
- Renovation of Mickle Hall of Science
- Construction of an International Literary Research Center and United Methodist Archives Building.

Both the Trustee and Faculty/Staff Divisions of the Campaign exceeded their goals. The Trustees pledged \$8,810,965, almost \$4 million in excess of their \$5,000,000 goal. Pledges from

94.5% of the faculty and staff totaled \$112,903, almost \$13,000 over their goal of \$100,000. But one of the most significant figures is this: Of the Faculty/Staff group, 100 percent of the cafeteria staff and grounds crew made pledges.

Funds raised for the Campaign and the Great Teachers-Scholars Fund, a 91% increase over 1987-88, were by far the largest total ever in the history of the College. Alumni participation reached 26%, an increase by 12% over last year's participation.

Division Campaigns for Church Friends, Alumni and Shreveport-Bossier Friends will begin in the Fall of 1989.

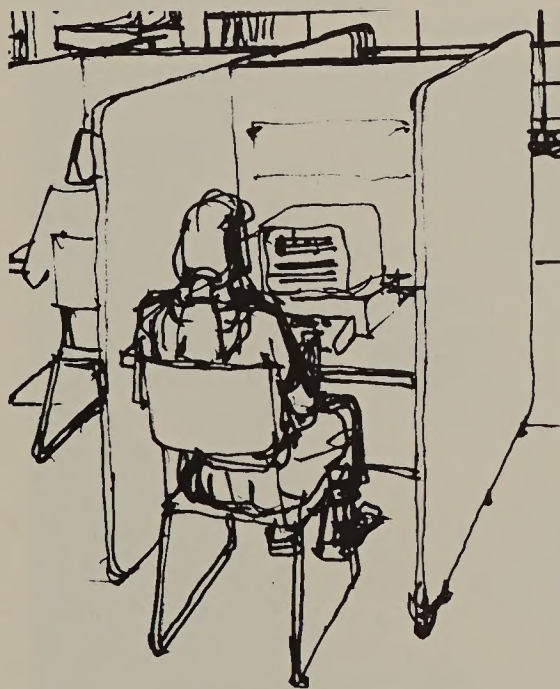
Grayson Chair 1st Major Gift

The Velma Davis Grayson Chair of Chemistry is Centenary's 10th endowed academic chair and the first major gift of the Fulfill the Vision Campaign.

The \$600,000 bequest by Mrs. Grayson was matched with \$400,000 by the State of Louisiana Eminent Scholars Fund to create the \$1 million chair.

Mrs. Grayson, a prominent Louisiana business woman, was chairwoman of The Grayson Company of the Southwest, Inc., and vice president of The Grayson Foundation and Grayson Investment Company.

Her son, Sam B. Grayson, is a 1947 graduate of Centenary and a member of the Board of Trustees.



Music Library

Funds raised during 1988-89, the first year of the Fulfill the Vision Campaign, will be used to pay for a new music library being constructed adjacent to the Hurley School of Music. The 2500-square-foot library will provide study and listening spaces, as well as shelving for the College's collections of music, as pictured in this artist's rendering.

Fulfill the Vision Campaign Leadership

CHAIRMEN

G.W. James '29

Harvey Broyles '36

DIVISION CHAIRMEN

Sam P. Peters, Jr., '39
Trustees

Dr. Earle Labor
Faculty/Staff

Mrs. Virginia Shehee '43
Alumni

Dr. Nancy Carruth
Church Friends

Mr. Jerry Boughton
Shreveport/Bossier

ADMINISTRATIVE REPORTS

Total Funds Given

The 1988-89 fiscal year proved to be the greatest fundraising year in the 164-year history of the College.

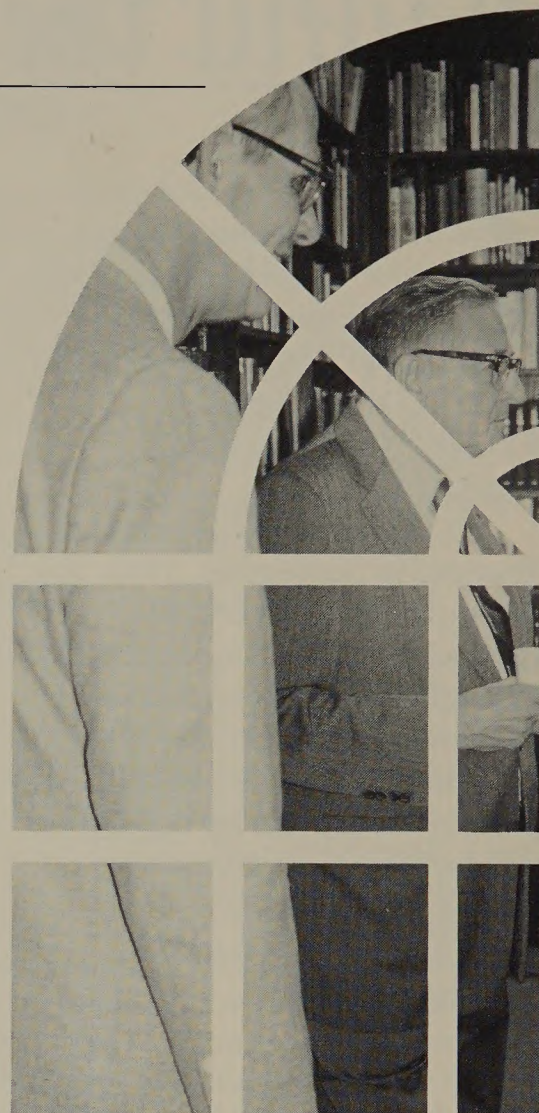
Trustees, alumni, faculty/staff, parents, students, and friends, together with the United Methodist Church and generous corporations and foundations contributed a grand total of \$8,120,065 in gifts, as compared to \$4.3 million raised last year.

Of the \$8.1 million total, some \$925,156 was given for unrestricted operating funds including the Great Teachers-Scholars Fund; \$2,087,387 for restricted operating funds including scholarships; and \$5,107,522 for endowment gifts including chairs, scholarships, programs, and facilities.

Major Gifts and Grants

The George A. Wilson Endowed Chair in American Literature was established with a \$600,000 bequest from 1930 graduate George A. Wilson of Dallas, Texas. Along with the bequest, the State of Louisiana provided \$400,000 from the Eminent Scholars Fund to create the \$1 million chair, Centenary's ninth academic chair.

The Velma Davis Grayson Chair of Chemistry was also established with a \$600,000 bequest and matched with \$400,000 from the State of Louisiana's Eminent Scholars Fund. The Grayson Chair of Chemistry, the College's 10th academic chair, was also the first major gift of the Fulfill the Vision Campaign.



Jackson Hall Endowment

Representatives from the Alexandria District Robert Nash (left) and the Rev. Jimmy Pyles give President Donald Webb a check to endow an office in Jackson Hall, which underwent a \$2 million renovation.

The Kresge Foundation of Troy, Michigan, awarded Centenary a challenge grant of \$250,000 toward the renovation of Jackson Hall. The Kresge Foundation is an independent, private foundation created by the personal gifts of Sebastian S. Kresge, and it is not affiliated with any corporation or organization.

Great Teachers-Scholars Fund

A total of \$925,156 was raised for the Great Teachers-Scholars Fund, the annual fund of the College.

Alumni, participating at a rate of 26 percent, contributed a total of \$202,293.98.

Volunteer leaders of the 1988-89 Fund were Virginia Shehee '43, chair; Taylor Moore '69; James Goins '61; John Palmer; William



Anderson; Dr. James R. Lang, Jr., '61; Sara Lang '62; Cecil Ramey '43; Carolyn and Larry Hudson; Richard Liles '82; Ed Harbuck '56; Dr. Robert Ed Taylor '52; and A. Harvey Broyles '36.

Jackson Hall Renovation

Jackson Hall, valued at \$30,000 on the first day of classes on the Shreveport campus in 1908, is now valued at \$1.9 million thanks to The Frost Foundation, which initiated the building's renovation with a \$900,000 gift. The Kresge Foundation provided a \$250,000 challenge grant, and the remainder was raised with individual and corporate gifts of \$25,000 and several gifts of \$5,000-\$15,000. The "new" Jackson Hall houses The Frost School of Business and the Departments of English and Foreign Languages.

New Scholarships

Operating scholarships established in 1988-89 included:

- Broadmoor United Methodist Church/Baton Rouge "Fellowship Class" Scholarship
- Adelle Biedenharn Gwinn Endowed Scholarship
- J.M. Sandell Memorial Scholarship Fund
- Jesse L. Saxon Memorial Endowed Scholarship – Church Careers
- Cecilia Ellerbe Smith Memorial Endowed Scholarship in Music
- R.L. "Bill" Terry Memorial Endowed Scholarship*

(*originated March '88 to build up; may have already publicized)

Endowed scholarships established in 1988-89 included:

- Alumni Class of '39 Golden Anniversary Endowed Scholarship
- Tracy Arnold Memorial Scholarship
- Azalea Estella Baird Memorial Scholarship Fund
- Sidney E. Cook Endowed Memorial Scholarship
- Willard Cooper Endowed Art Scholarship
- Bessye Cowden Ward Endowed Scholarship
- Joseph L. "Jake" Hanna Memorial Scholarship
- Albert S. Lutz, Jr., Memorial Endowed Scholarship
- Webb D. Pomeroy Endowed Scholarship – Church Careers
- Jesse L. Saxon Memorial Endowed Scholarship – Church Careers
- Student Government Association President's Endowed Scholarship

Faculty

Achievements of the faculty included:

- Dr. Dorothy Bird Gwin

participated in a Leadership Seminar with ten other deans at Troutbeck sponsored by Christian A. Johnson Foundation.

- Dr. John Peek conducted a two-month investigation at Sofia University in Japan of Japan's diplomacy in the United Nations, and the impact on Japan's domestic politics of actions taken by the world body.
- Dr. Lynn Holt attended a Mellon Summer Workshop – "Between Biology and Philosophy" at Rice University.
- Dr. Rodney Grunes attended the "Workshop on Comparative Public Policy in Education and Welfare" at Rice University on a fellowship provided by Mellon Foundation.
- Dr. Beth Leuck received a three-year grant from the National Science Foundation for "Instrumentation and Laboratory Improvement."
- Dr. Jan Greer presented a paper at the 88th annual meeting of the American Society for Microbiology in Miami. Her presentation was entitled "Outer Membrane Protein F Preparation of *Pseudomonas aeruginosa* As a Vaccine Against Chronic Pulmonary Infection with

Additions to the 1988-89 Donor Roll

Mr. Dick Anders '80
Columns Club

Lincoln National Life
President's Club

Mr. Taylor F. Moore '69
Columns Club

ADMINISTRATIVE REPORTS

Heterologous Immunotype Strains in a Rat Model."

• **Dr. Alice Berry** attended an NEH Summer Seminar at

Northwestern University conducted by Professor Leonard Barkan entitled "Imitation, Influence, and Inspiration; The Theory and Practice of Artistic Relations in the Renaissance."

• **Dr. Steven Clark** attended an NEH Summer Seminar at Yale University conducted by

Professor Georges May entitled "The Imaginary Voyage in 18th Century French Fiction."

• **Dr. Arnold Penuel's** book, *Psychology, Religion, and Ethics in Galdos' Novels: The Quest for Authenticity*, was one of three books published by the University Press of America to appear on *Choice's* list of

outstanding academic books.

Enrollment

Fall, 1988, enrollment was 1041 students including 869 undergraduates, a 4 percent increase over 1987. There were 172 students enrolled in graduate geology and education courses and 125 in the Executive MBA program. Spring, 1989, enrollment totaled 955 undergraduate and graduate students plus 75 MBA students.

Financial Aid

Some 617 students (74%) were awarded financial aid in 1988-89. Those students were awarded \$1,995,787 from 1250 Centenary College scholarships and \$989,713 from federal sources, including loans. A total of 240 students were placed in work-study positions.

Athletics

1988-89 will be remembered as a year of substantial success for Centenary College athletics. Centenary became the first school in Trans America Athletic Conference history to have three teams compete for conference championships in the same year: basketball, baseball, and soccer.

The soccer Gents beat Georgia State, 3-1 to earn the TAAC national TV (ESPN) for the first time. Centenary's baseball team recorded a 31-21 season and is shooting for a school-record, third straight 30-win campaign in 1990. For the second straight year, Centenary was runnerup to Georgia Southern for the TAAC All-Sports Trophy, which acknowledges the best overall programs in the league.

Women's tennis provided its fifth Top-10 finish in the NAIA National Tournament in the last seven years (#10) and the Ladies of softball put together a 31-31 season that included hosting the NAIA Regional Tournament.

A look at Centenary athletics in 1988-89:

- Soccer 15-4; TAAC Championship
- Women's Volleyball; 7-13
- Basketball 16-14; TAAC Runnerup
- Women's Gymnastics; 6-4
- Baseball 31-21; TAAC Runnerup
- Women's Tennis 12-5; 10th at NAIA Nationals
- Men's Tennis 7-10; 5th in TAAC
- Golf 4th in TAAC Tournament
- Women's Softball 31-31
- Cross-Country 7th in TAAC
- Riflery; Competed against 22 different teams



Hoopin' It Up

Shreveport's riverfront is dotted with players in the P&S Springtime Shootout, a three-on-three basketball tournament and fundraiser for the Alumni Association's scholarship and the Gents Club. The competition was held during Shreveport's Holiday in Dixie celebration last April.

Dean of Students

Awareness of campus security and personal safety was enhanced during the year. A new two-way telephone communication system was purchased. This system allows direct telephone access to the campus security from any telephone on or off the campus.

An attorney and professor, Mark L. Usry, from James Madison University, updated the Centenary community on risk reduction and risk management assumed by student organizations in programming activities. The dynamic speaker used various techniques including humor and audience interaction in his thought-provoking presentation.

Summer Orientation 1989 provided parents and students an excellent introduction to campus life at Centenary. With 128 students participating in both academic and social activities, a 19% increase in participation was experienced. The summer program provided answers to many questions posed and also gave participants the opportunity to meet the administration, faculty, staff and continuing students.

Campus Infirmary

The Centenary student body showed support for the re-institution of health services by passing a campus-wide referendum to fund an Infirmary. First-contact care is provided in the facility which is staffed with a family practice physician and a licensed practical nurse. The new Infirmary is housed in James Hall.

Student Activities

From an art trip to Houston to

the Rocky Horror Picture Show, students were entertained as well as educated. Seminars on alcohol awareness and dressing for success were held. Varied activities – Mardi Gras Ball; Fall Formal; Electric Zoot Suit, a comedy team; and the Christmas Party – provided a festive atmosphere for the Centenary family. Aerobics, laser tag, the scavenger hunt and the treasure hunt helped fill the days with excitement, as well as exercise. A pizza study break, luncheon for commuters and the Senior Surprise party rounded out the list of activities and events provided. There was definitely something for everyone this year!

Church Relations

The Office of Church Relations exists to serve as the link between the College and its alma mater, the United Methodist Church. In 1988-89, the Office of Church Relations provided the following services:

- Hosted Annual Conference, Pastor's School, UMW School of Missions, and the Conference for District Councils on Youth Ministries Training.
- Led a workshop on fundraising and development in Alexandria for United Methodist Campus Ministers and the Board of Higher Education.
- Hosted the Centenary Church Council meeting and workshop: "Vision."
- Held Minister's Study Week on campus with Dr. John Cobb and Dr. Charles Gerkin.
- Launched the Fulfill the Vision Campaign with church friends and clergy alumni.

Graduate School Acceptances

American University
Cincinnati Conservatory
Cornell University
Duke University
Florida State
Garrett Evangelical Seminary
Louisiana State University Dental School
Louisiana State University Veterinary School
Louisiana Tech University
LSU Medical School in Shreveport
Mississippi State University
North Texas State University
Northeast Louisiana University Pharmacy School
Northwestern State University
Ole Miss
Perkins School of Theology, SMU
Santa Clara Law School
Texas A&M
Tulane Law School
Tulane Medical School
U.S. Sports Academy
University of Ark.-Little Rock
University of Calif.-Fullerton
University of Denver
University of Illinois
University of Texas
University of Virginia
University of Wyoming
Vanderbilt

HIGHLIGHTS

The Arts

Meadows Museum Exhibits

20th Century Watercolors

The Cutting Edge: New
Directions in Handmade Paper

Paintings by Dr. Marion
Souchon

Who'd a Thought It:
Improvisation in African-
American Quilting

Pieceworks

Marjorie Lyons Playhouse Productions

"The Musical Comedy
Murders of 1940"

"Steel Magnolias"

"Tartuffe"

"Death of a Salesman"

Escaped Images
Dance Concert

Summer, 1989:

"Jerry's Girls"

"Steel Magnolias"

Hurley School of Music Productions

Nancy Joyce Cooper, organ

Michael Gurt, piano

Mississippi College Madrigal
Chorus

Dr. and Mrs. Andrew Parr,
duo-pianos

Dr. Robert Watson, piano

Kendall Betts, French horn

Andrew Cooperstock, piano

Centenary Camerata, chamber
singers

Opera Centenary:

"Dido and Aeneas"

"The Impresario"

Anniversary Celebration

Candles, cakes and the
Centenary College Choir were part
of the festivities September 16 to
celebrate the 80th Anniversary of
the First Day of Classes on the
Shreveport campus.

President's Convocation and Dedication of Jackson Hall

Dr. Earle Labor was installed
as the George A. Wilson Professor
of American Literature at The
President's Convocation
September 22. At an afternoon
ceremony, the newly renovated
Jackson Hall was dedicated. The \$2
million renovation was made
possible by a \$900,000 gift from
the Frost Foundation; numerous
\$25,000 contributions to
equipment and endowment, and
many \$1000-\$15,000 donations.

Ancient Fossil Discovered

Dr. Bradley McPherson, Mary
Warters Professor of Biology, and
Bill Lee of Baton Rouge, uncovered
the remains of a 10,000 year-old
giant ground sloth in what is
considered the most extensive
sloth find in the state of Louisiana.

Book Bazaar

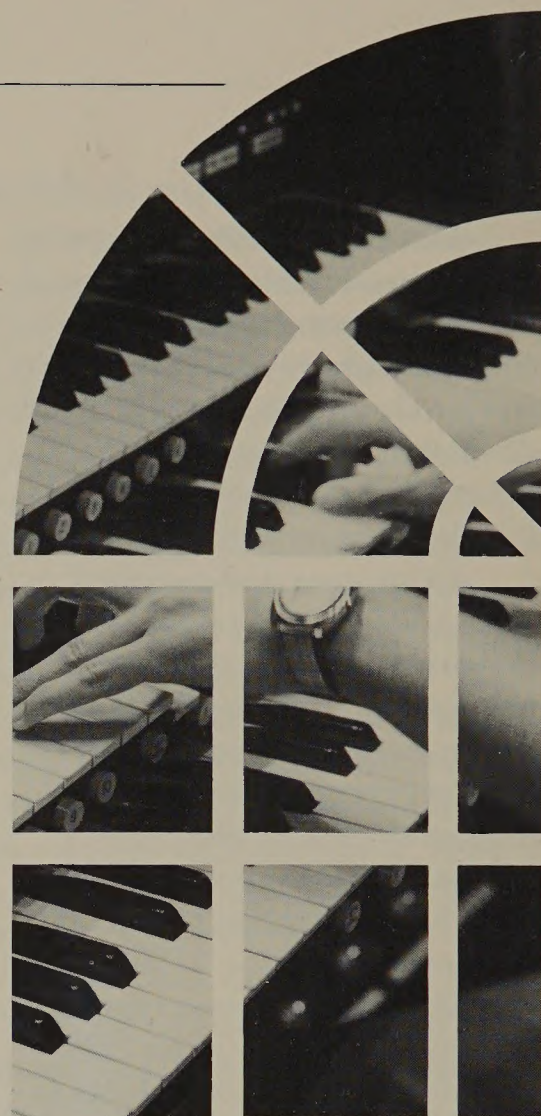
Sponsored by the Centenary
Muses, the second annual Friends
of Centenary Book Bazaar netted
over \$11,000. Proceeds were used
to furnish the SGA office; make
improvements in the South
Cafeteria and James Dorm Lobby;
subscribe to daily delivery of *The
New York Times* for all dorms and
the Student Union Building, and
provide china for The Audubon
Room.

10th Anniversary

Dean Dorothy Bird Gwin was
honored on the occasion of her
10th year as academic dean of
Centenary College. She continues
to teach in the Departments of
Education and Psychology where
she began her Centenary career
in 1967.

Letters of Jack London

Dr. Earle Labor, Wilson
Professor of English; Dr. Robert C.
Leitz, III of LSUS, and I. Milo
Shephard celebrated the
publication of their three-volume
edition of *The Letters of Jack
London* (Stanford University
Press). The work has garnered
outstanding reviews in *The New
York Times*, *The Washington Post*,
The London Times, and the *Wall
Street Journal*.





the Hall of Fame; Hoyt Yokem, Norman Kinsey, and Faribee Parker Self were named Honorary Alumni. Dr. David Throgmorton was named Outstanding Teacher, and Conway Baker '35 and Cecil Upshaw '64 were elected to the Athletic Hall of Fame. American Airlines was a special contributor.

Frost School of Business

On Friday, February 3, Centenary's School of Business was named the Frost School of Business in recognition of the outstanding support the Frost Foundation has shown Centenary College over the years. On hand to participate in the unveiling of the plaque were Edwin F. Whited '43, president of the Frost Foundation; Dr. Ted Kauss, executive director, and

Board Members Claude G. Rives III, Mrs. Edwin Whited, and Mary Amelia Whited '88.

Eighteenth Century Meeting

Dr. Lee Morgan, Brown Professor of English and president of the South Central Society for Eighteenth Century Studies, hosted that group's annual meeting at Centenary February 16-18. Affiliate members from a seven-state area and individual members from around the world gathered for the event.

Japan Studies Club

Among the topics for the first year of the Japan Studies Club were "Can the Japanese Military Fight?," "Christianity and the Japanese," and "The State of

Papers Complete

The College's incomplete set of THE PRIVATE PAPERS OF JAMES BOSWELL FROM MALAHIDE CASTLE was restored to its original condition when former Shreveporter Bob Moody and George R. Francis, Jr., president of AmCom General Corporation donated two missing volumes to the archives. Mr. Moody, aware of the incomplete set, discovered the missing volumes in a Williamsburg bookstore. AmCom General purchased the books and donated them to Centenary.

Homecoming

Captain D's added a special flavor to Centenary when they sponsored Homecoming, Feb. 24-26. Sam Peters '39 was elected to



Down Under

President Donald Webb (right) and Trustees Harvey Broyles, Nancy Carruth, and Katherine Cheesman, visit a sheep ranch in Australia during the Centenary College Choir's Summer Concert Tour.

HIGHLIGHTS

US-Japanese Economic Relations” with special guest Hideki Asahi from the Consulate in New Orleans. Highlighting the year’s meetings was the Japanese Food Fair.

Senior Adult Education Program

Some 873 members of the community aged 60 or over registered for scores of free classes taught by Centenary professors and community professionals. With funds from the Louisiana Endowment for the Humanities, the Senior Adult Education Program offered a special lecture series on “The Presidency: Leadership for the 1990s” led by Dr. Rodney Grunes.

Scholarship Luncheon

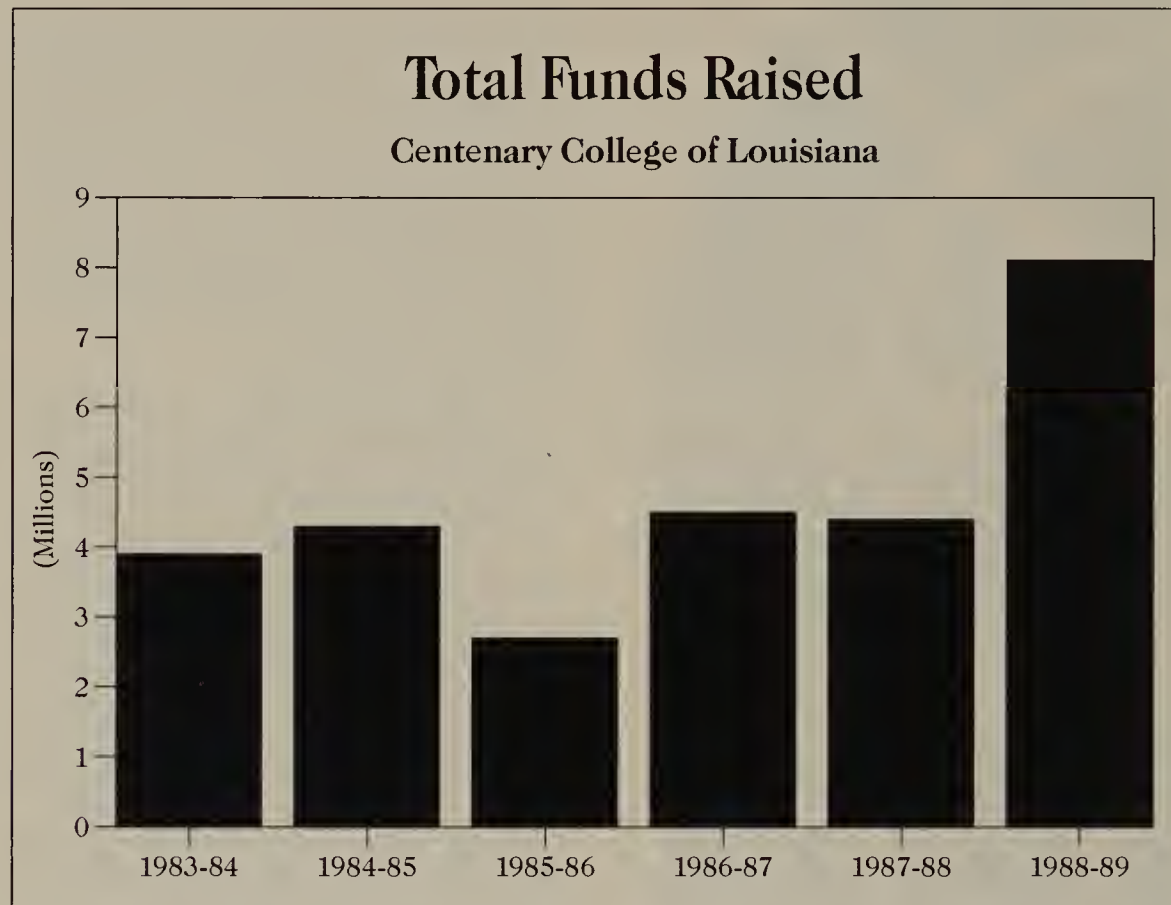
Hundreds of scholarship donors and their scholars met for their annual luncheon in March. A chance for donors and students to get to know one another, the luncheon included remarks from President Webb and a concert by the Centenary College Choir.

Founders’ Day

Dr. Doyle Holstead was installed as the Gus. S. Wortham Professor of Engineering at the April 13 Founders’ Day Convocation. He is the second incumbent of the chair which was first held by Dr. Warren White.

New Marshals

Dr. Lee Morgan, Brown Professor of English, and Dr. Stan Taylor, Professor of Chemistry and



Chairman of the Department, were elected by the Faculty to the office of Marshal, the highest honor a faculty member can receive. An ancient office of European universities, the Marshal is the officer charged with the arrangement of ceremonies.

Academic Batons

Crafted by Shreveport architect and violin maker Jesse Morgan, the College’s new academic batons were presented to the Marshals at Commencement. The batons, symbols of dignity and authority of the college, are used in academic processions to signify the opening and closing of the ceremonies.

Freedom Shrine

Centenary was selected as the

1989 Freedom Shrine recipient by the Exchange Club of Shreveport, and in a May 1 dedication service, a display of 28 historical documents was unveiled.

Senior Appreciation Luncheon

Professor Willard Cooper, Class of ’47 and Professor of Art for 31 years, was the featured speaker when the Office of Alumni Relations hosted a luncheon for graduating seniors and their parents. The event was held at Barksdale Air Force Base the day before Commencement.

CLEAR

The Center for Learning Enhancement and Research, Inc. (CLEAR), a non-profit agency located on the campus, works with

students of all ages who experience learning difficulties. During the 1988-89 academic year, 185 Centenary students (approximately 18% of the total enrollment) assisted an equal number of children in academics and self-esteem enhancement on a one-on-one basis for this unique program. Centenary College and CLEAR are fulfilling the dreams of many kids and continue in the vanguard for educational excellence in our community.

LVA

Supported by grants from The Gannett Foundation, Literacy Volunteers of America – Centenary College Chapter includes 150 tutors teaching 160 adults to read. The program was selected as one of four in the United States for a pilot program funded by the Department of Labor to teach reading to disabled workers at the North Louisiana Goodwill. Last July, a second affiliate of LVA in Louisiana was established in

Mansfield by three persons who had attended the Centenary Tutor Training Workshop the previous year.

Peterson’s Guide

Centenary was selected for inclusion in *Peterson’s Competitive Colleges*, a book which uses student achievement rather than application numbers or reputation to identify colleges for inclusion, resulting in an unusually valuable reference source for the academically motivated student.

Meadows Museum

Centenary’s Meadows Museum of Art has again been awarded the highest honor a museum can receive: subsequent accreditation by the American Association of Museums. Of nearly 6,000 museums nationwide, only 680 have been accredited and of those museums, 329 have had their accredited status renewed. The Meadows Museum was first accredited in 1979.

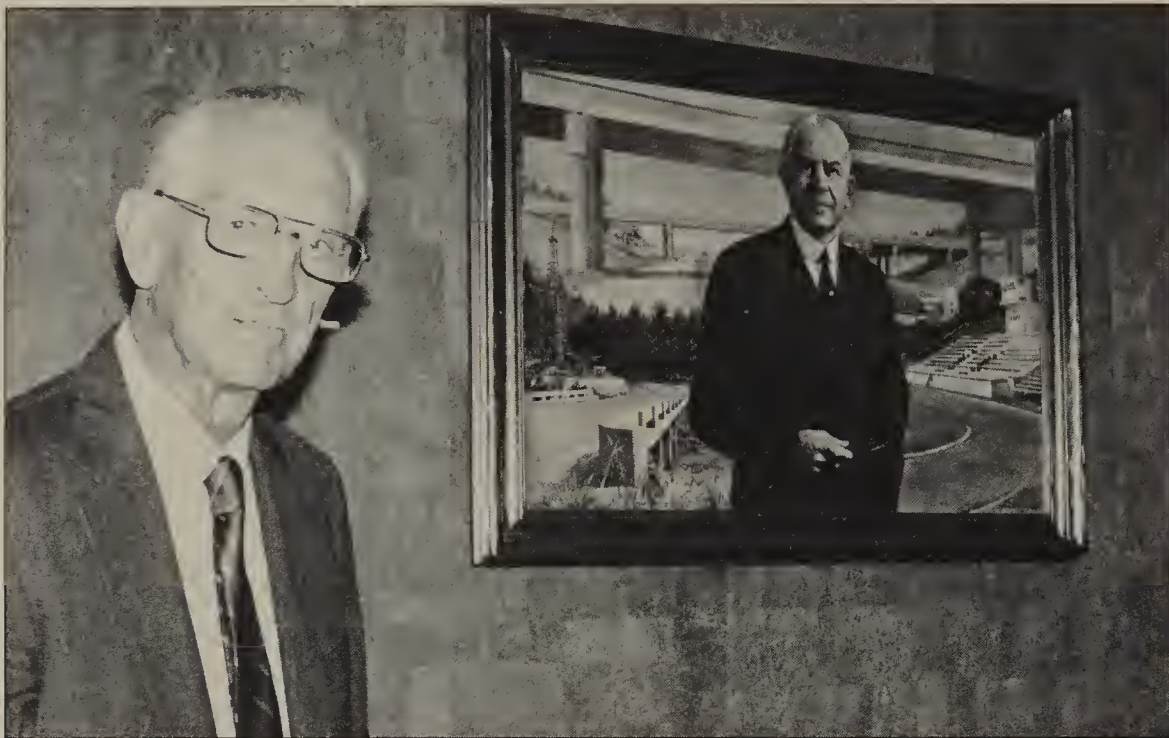
Guest Speakers

- Mr. Edward B. Fiske
Education Editor
The New York Times
- Dr. William P. Alston
Professor of Philosophy
Syracuse University
- Dr. James M. Wall
Editor
The Christian Century Magazine
- The Honorable Carl Stewart
District Judge
- Mr. Ian Lowe
Director
The American Museum in Britain
- Mr. Hodding Carter
Former Spokesman
U.S. State Department
- Dr. John Cobb
Ingraham Professor of Theology
Claremont School of Theology
- Dr. Lawrence Meredith
Professor of Religious Studies
University of the Pacific
- Dr. Joyce Corrington
TV Producer, Writer
- Dr. Ronald L. Hatzenbuehler
Author, Historian
- Governor Charles E. Roemer
Governor
State of Louisiana

Five-Year Trends

		1985-86	1986-87	1987-88	1988-89	Fall 89
Enrollment		929	1031	1109	1110	1113
Average ACT Scores of Entering Freshmen		21.7	22.0	22.0	23.0	24.7
	1984-85	1985-86	1986-87	1987-88	1988-89	
Endowment (Book Value in Millions)	\$19.2	\$21.4	\$22.8	\$25.3	\$26.9	
Annual Budget (In Millions)	\$9.5	\$9.9	\$10	\$10.5	\$10.8	
Scholarship Aid (In Millions)	\$1.2	\$1.25	\$1.5	\$1.6	\$1.7	
Total Dollars Raised (In Millions)	\$4.225	\$2.652	\$4.314	\$4.251	\$8.120	
Percent of Alumni Giving	16%	18.4%	24.2%	23.2%	26%	

BILL JAMES: 40 YEARS OF SERVICE



For Bill James, service to others began with his father (portrait), T.L. James.

For 40 years, Bill James has breathed life into Centenary College.

This year, his long-serving trusteeship comes to a new stage as he assumes Life Membership on the Board and co-chairs the most ambitious capital campaign in the history of the College.

His entry onto the Board of Trustees was not nearly as eventful.

"It really wasn't even planned," said the lanky octogenarian in his north Ruston, La., office.

"It was my brother Floyd's suggestion to have me take his place on the Centenary Board. He had accepted the Louisiana Methodist Conference trustee position on the Southern University Board. I was here in Ruston and really busy in the construction company. At that time, I was active in pushing dirt . . . not in Centenary College.

"But as soon as I got on the Centenary Board, I got involved. I attended meetings, and I got

involved in lots of the activities."

The memory of his father, T.L. James, was an inspiration for service.

"My father was deeply involved in Centenary College, mostly due to the Church," Mr. James explained. "I remember his telling me once that the College had gotten into real trouble with some bonds . . . and he told me how he helped them get out of trouble."

It was his father's membership on the Board that led Bill to Centenary as a student in 1927.

"I had attended the University of Tennessee for two years," Mr. James said. "My mother's brother, Dr. John Hodges, was head of the English Department there, and by 1927 both of my brothers had degrees from UT. The year I transferred, UT had about 1800 students, and Centenary might have had a third of that number.

"Going to Centenary was okay with me. My professors were wonderful, and several became close, personal friends," Mr. James said. "Who could forget Dean Smith or Pierce Cline?"

College life was simple.

"We lived in Jackson Hall, where we also ate our meals. Our classes were in the main administration building, where the Meadows Museum is now located. Arch Holder and I were the only members of the tennis team; we would ride the trolley for five cents to Princess Park to practice.

The workouts in tennis and economics paid off: In 1929, Bill James and Arch Holder were undefeated, and Bill James was accepted into the Harvard School of Business to study for his masters degree.

"I was in Cambridge in October when the stock market crashed," reminisced Mr. James, "and one of my classmates was Herbert Hoover, Jr., whose father was President at the time.

"But Harvard wasn't for me. While I was home for Christmas, I just decided not to go back. I was ready to work."

He joined the family business, T.L. James & Co., expanding it from an investment banking concern to highway contracting specializing in concrete paving.

The company grew and so did Mr. James's devotion to Centenary College, and the combination meant a life of joy in work and in sharing . . . incredibly generously at Centenary. The gifts include the T.L. James Endowed Chair of Religion, the T.L. James Dormitory, the Hodges Rose Garden, and throughout the years, major gifts to the Great Teachers-Scholars Fund.

"To give . . . there is nothing like it," said Mr. James. "I have had great pleasure in my work, and I have enjoyed investing the money I earned in Centenary. I've thoroughly enjoyed it.

"I would have really missed something . . . real joy and personal satisfaction . . . if I hadn't given to Centenary."

His pleasure is contagious.

BOARD OF TRUSTEES 1988-1989

Officers

George D. Nelson, chairman *President, Querbes & Nelson Insurance*
J. Hugh Watson, vice chairman *Chairman, retired, First National Bank*
William G. Anderson, treasurer *Co-owner, Anderson Oil & Gas*
Elise Wheless, secretary *Director, Wheless Industries, Inc.*
Ruby George, assistant secretary *Secretary to President Webb*

Active Members

Harry V. Balcom
Forest Management

L. Ray Branton
District Superintendent, United Methodist Church

Charles Ellis Brown
President, Bayou State Oil Company

Harvey Broyles
Independent Oil and Gas Producer

Nancy M. Carruth
Director and Officer, Haas Investment Corp.

Katherine Cheesman
Business Administrator, First Baptist Church

Caroline A. Crawford
Civic and Cultural Affairs

John David Crow
Crow Interests

Don Duggan
Founder and President, Duggan Machine Co., Inc.

D.L. Dykes Jr.
Minister Emeritus, First UMC-Shreveport

Mary Helen Everist
Civic and Cultural Affairs

Kenneth M. Fisher
Minister, St. Mark's UMC

Ruth Foil
Vice President, Motors Security Co., Inc.

Sam B. Grayson
President, Grayson Company, Inc.

Barbara Treat Green
Civic and Cultural Affairs

John Spencer Hardy
General, retired, U.S. Air Force

Pat Ewing Hendrick
Director, retired, The Shreveport Times

Roy S. Hurley
Chairman, The Roy Hurley Co.

William H. Jackson
Vice President Commercial National Bank

G.W. James, Sr.
Chairman, T.L. James & Company, Inc.

Blume H. Johnson
Johnson Minerals

Charles D. Knight
Physician

Paul C. McDonald
President, retired, Murphy Oil Co.

Tom H. Matheny
Attorney, Pittman, Matheny, Lewis & Moody

Alfred L. Norris
President, Gammon Theological Seminary

John T. Palmer
Independent Oil & Gas Producer

Sam P. Peters
Consultant, Coca Cola, Inc.

Cecil E. Ramey, Jr.
Attorney, Hargrove, Guyton, Ramey & Barlow

Richard L. Ray
Partner, Fair Oil, Ltd.

Ronald Sawyer
President, Sawyer Drilling & Service, Inc.

George R. Schurman
Schurman Realty, Inc.

Virginia K. Shehee
President, Kilpatrick Life Insurance Company of Louisiana

Albert Sklar
President, Sklar & Phillips Oil Co.

Fletcher Thorne-Thomsen
Managing Director, Louisiana Life Magazine

Joe D. Waggonner Jr.
U.S. Congressman, retired

W. Juan Watkins
Physician

Donald P. Weiss
Attorney, Wiener, Weiss, Madison & Howell

Nicholas H. Wheless Jr.
Chairman, Wheless Industries, Commercial National Bank

Harvey G. Williamson, Jr.
Council on Ministries, United Methodist Church

Herman Williamson
President, Hurley Oil Company

Robert E. Witt
President, Witt Oil Production, Inc.

Hoyt Yokem
President, Yokem Toyota

Life Members

Douglas F. Attaway
Chairman, retired, Attaway Investments

Sam Backus
President, Lanford Drilling Co.

Floyd C. Boswell
General Manager, retired, Western Electric

Jack Cooke
Minister, retired, Louisiana Methodist Conference

Dana Dawson Jr.
Minister Emeritus, First UMC, Baton Rouge

Benedict A. Galloway
Minister, retired, Louisiana Methodist Conference

Voris King
President, Kelly, Weber & Co., Inc.

Virginia Laskey
Civic and Cultural Affairs

Carl F. Lueg
Minister, retired, Louisiana Methodist Conference

Douglas L. McGuire
Minister, retired, Louisiana Methodist Conference

Merlin W. Merrill
Minister, retired, Louisiana Methodist Conference

James N. Patterson
Manager, retired, Prudential Insurance Co. of La.

Austin G. Robertson
Partner, David Crow Interests

Sam Sharp
Vice President, retired, Southwestern Electric Power Company

Bentley Sloane
Minister, retired, Louisiana Methodist Conference

J. Robert Welsh
President, retired, Southwestern Electric Power Company

Ex-Officio Members

William B. Oden
Bishop, Louisiana Methodist Conference

Donald A. Webb
President, Centenary College of Louisiana

Janna Knight
President, Student Government Association

David Throgmorton
Chairman, Faculty Personnel Committee

Sara Lang
President, Alumni Association

Gale Odom
Faculty Representative

CENTENARY COLLEGE OF LOUISIANA

Condensed Statement of Current Funds, Revenues, Expenditures and Other Changes Year ended May 31, 1989

The condensed statement of current funds revenues, expenditures, and other changes for the year ended May 31, 1989, appearing herein have been extracted and condensed from the financial statements of Centenary College of Louisiana. The complete financial statements may be inspected in the Business Office of Centenary College of Louisiana.

	Unrestricted	Restricted	1989 Total	1988 Total
Revenues:				
Student tuition and fees	\$5,030,934.42	—	5,030,934.42	4,641,196.93
Endowment income	542,918.25	1,283,418.57	1,826,336.82	1,893,252.82
Gifts	1,401,204.70	490,120.42	1,891,325.12	1,702,461.84
Grants – Federal and State	40,486.00	182,171.90	222,657.90	125,664.00
Sponsored programs, organized activities and other sources	301,262.75	187,967.06	489,229.81	374,357.32
Sales and services of auxiliary enterprises	1,971,988.95	75,672.70	2,047,661.65	2,121,192.51
Total revenues	<u>\$9,288,795.07</u>	<u>2,219,350.65</u>	<u>11,508,145.72</u>	<u>10,858,125.42</u>
Expenditures and mandatory transfers:				
Educational and general:				
Instructional and departmental research	\$2,808,166.77	556,521.02	3,364,687.79	3,126,563.08
Organized activities relating to educational departments	32,108.40	—	32,108.40	25,458.48
Sponsored research	—	14,072.93	14,072.93	1,697.89
Other sponsored programs	—	167,707.51	167,707.51	116,516.35
Library	212,552.99	103,332.39	315,885.38	305,340.45
Student services	422,847.94	—	422,847.94	416,605.76
Operation and maintenance of physical plant	1,060,678.18	115,106.34	1,175,784.52	1,055,127.76
General administration	497,051.17	—	497,051.17	482,999.45
Staff benefits	370,503.66	—	370,503.66	357,197.71
General institutional	1,085,090.15	—	1,085,090.15	960,975.21
Student aid	1,044,899.99	695,032.92	1,739,932.91	1,666,056.77
Other	—	332,707.94	332,707.94	61,929.42
Mandatory transfers	308,303.60	—	308,303.60	268,076.79
Total educational and general	<u>7,842,202.85</u>	<u>1,984,481.05</u>	<u>9,826,683.90</u>	<u>8,844,545.31</u>
Auxiliary enterprises including mandatory transfers	<u>2,120,201.22</u>	<u>234,869.60</u>	<u>2,355,070.82</u>	<u>2,253,747.72</u>
Total expenditures and mandatory transfers	<u>9,962,404.07</u>	<u>2,219,350.65</u>	<u>12,181,754.72</u>	<u>11,098,293.03</u>
Other transfers and (additions) deductions:				
Excess of restricted receipts over transfers to revenues	—	158,217.91	158,217.91	—
Transfers (to) from endowment funds	545,000.00	10,256.47	555,256.47	442,817.08
Reclassification between current funds	69,234.90	(25,027.00)	44,207.90	15,885.64
Transfers (to) from other funds	60,000.00	4,999.70	64,999.70	—
Total other transfers and (additions) deductions	<u>674,234.90</u>	<u>148,447.08</u>	<u>822,681.98</u>	<u>458,702.72</u>
Total expenditures, transfers and other additions (deductions)	<u>9,288,169.17</u>	<u>2,070,903.57</u>	<u>11,359,072.74</u>	<u>10,639,590.31</u>
Net increase in fund balances	<u>\$ 625.90</u>	<u>148,447.08</u>	<u>149,072.98</u>	<u>218,535.11</u>

During the year ended May 31, 1989, the endowment funds increased \$4,648,920.00.

The book value of these funds as of May 31, 1989, was \$31,510,642.00.

The approximate market value of securities held by the funds at that date was \$32,761,000.00.

Plan now to attend:
HOMECOMING 1990

Catch the Vision
February 16-18

Schedule of Events

Friday, February 16

Annual Awards Banquet, Barksdale AFB

Saturday, February 17

Registration
Alumni-Student-Faculty Exchange
Doo-Dah Parade
Alumni-Faculty Cookout
Gents vs. Stetson U.
Reunions

- Roaring Twenties Luncheon
- Thrifty Thirties
- Fiftieth – Class of 1940
- Twenty-fifth – Class of 1965
- Tenth – Class of 1980

Homecoming Dance – Shreveport Country Club

Deadline for return:
November 20, 1989

HALL OF FAME NOMINATION FORM

Mail to: CENTENARY COLLEGE OF LOUISIANA
Alumni Association
P.O. Box 41188, Shreveport, LA 71134-1188

Full Name of Nominee:

First Middle (Maiden) Last

Address of Nominee:

Number Street

City State Zip

Reasons for Nomination: *(List activities and contributions; provide a biographical statement about the nominee.)*

CRITERIA

1. Recipient must be an ex-student, not necessarily a graduate of Centenary.
2. Termination of attendance or graduation must precede award by at least ten years.
3. Recipient must have made a distinctive contribution to his/her profession, business, or vocation to justify pride on the part of the College for its part in the contribution.
4. Recipient must have evidenced his continuing interest in and support of Centenary to merit receipt of award.

Presentation of Awards will be made at the Annual Awards Banquet, February 16, 1989 at Barksdale AFB.

PREVIOUS RECIPIENTS

1966	Paul M. Brown*
1967	G. W. James
1968	Edwin F. Whited
1969	James Serra
1970	Algur Meadows*
	Cecil E. Ramey
1971	Virginia Carlton
1972	Judge Chris Barnette*
1973	Virginia Shehee
1974	R.Z. Biedenharn
1975	D.L. Dykes
1976	John B. Atkins, Jr.*
1977	B.C. Taylor*
1978	Charles Beaird
1979	Charles Ellis Brown
1980	Allen Harvey Broyles
1981	H. Blume Johnson
1982	Austin G. Robertson
1983	Harry Balcom
1984	Dr. R. Leonard Cooke
1985	Sam B. Grayson
1986	Dr. R. Bentley Sloane
1987	Richard L. Ray
1988	Dr. Webb Pomeroy*
1989	Sam Peters

*Deceased

Deadline for return:
November 20, 1989

HONORARY ALUMNUS NOMINATION FORM

Mail to: CENTENARY COLLEGE OF LOUISIANA
Alumni Association
P.O. Box 41188, Shreveport, LA 71134-1188

Full Name of Nominee: _____
First Middle (Maiden) Last

Address of Nominee: _____
Number Street
City State Zip

Reasons for Nomination: *(List activities and contributions; provide a biographical statement about the nominee.)*

CRITERIA

1. Recipient did not attend Centenary, but exhibits the personal qualities that justify pride on the part of the College.
2. Recipient is a person whose interest, support, participation and contribution have enriched and strengthened the total program of Centenary College.
3. Recipient must have made a distinctive contribution to his/her profession, business, or vocation.

Presentation of Awards will be made at the Annual Awards Banquet, February 16, 1989 at Barksdale AFB.

PREVIOUS RECIPIENTS

- | | |
|------|---|
| 1968 | Bonneau Peters
Charlton Lyons, Sr. |
| 1969 | David Kimball
A. C. Voran
D. P. Hamilton* |
| 1970 | Mrs. G. M. Anderson
Mrs. Joe J. Mickle
George Nelson |
| 1971 | Mary Warters |
| 1972 | Mrs. L. B. Kilpatrick* |
| 1973 | None |
| 1974 | Maurie Wayne |
| 1975 | Mrs. Paul M. Brown* |
| 1976 | Leo Vanderkuy |
| 1977 | Mrs. Bryant Davidson |
| 1978 | Ted Kauss
Albert Sklar
Betty Speairs |
| 1979 | Mrs. Ed Hurley |
| 1980 | Nicholas H. Wheless, Jr. |
| 1981 | Howard Sutton
Ray Morris |
| 1982 | Don Duggan |
| 1983 | Anita Mary Steinau |
| 1984 | G. W. James, Jr. |
| 1985 | Virginia Laskey |
| 1986 | Mrs. Fred R. (Bea) White
Mrs. John Hugh (Cornelia)
Brown |
| 1987 | Lt. Gen. Kenneth Peek, Jr.
J. Hugh Watson |
| 1988 | Minnie Sue Entrikin
Dr. Donald A. Webb
Renee Mowbray Webb |
| 1989 | Norman Kinsey
Fariebee P. Self
Hoyt Yokem |
- *Deceased

Deadline for return:
November 20, 1989

ATHLETIC HALL OF FAME NOMINATION FORM

Mail to: CENTENARY COLLEGE OF LOUISIANA
Alumni Association
P.O. Box 41188, Shreveport, LA 71134-1188

Full Name of Nominee: _____
First Middle (Maiden) Last

Address of Nominee: _____
Number Street
City State Zip

Reasons for Nomination: *(List activities and contributions; provide a biographical statement about the nominee.)*

CRITERIA

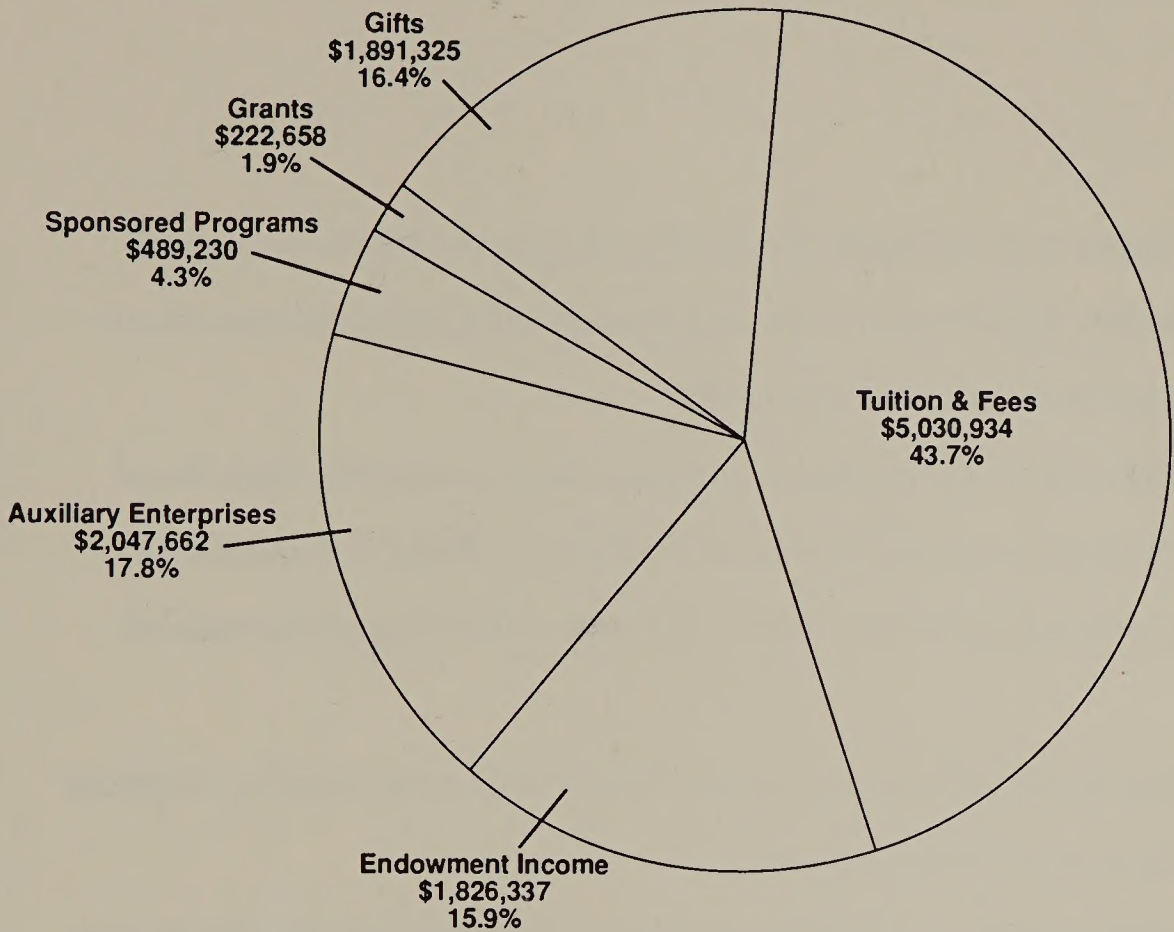
1. Recipient must be an ex-student, although not necessarily a graduate of Centenary.
2. The date of graduation or termination of attendance must have preceded the award by at least ten years.
3. The recipient must have made a distinctive contribution to an area of intercollegiate athletics while at Centenary, earning local, regional and/or national acclaim.
4. Post collegiate performance will be considered in making the selection.

Presentation of Awards will be made at the basketball game, February 17, 1989 at the Gold Dome.

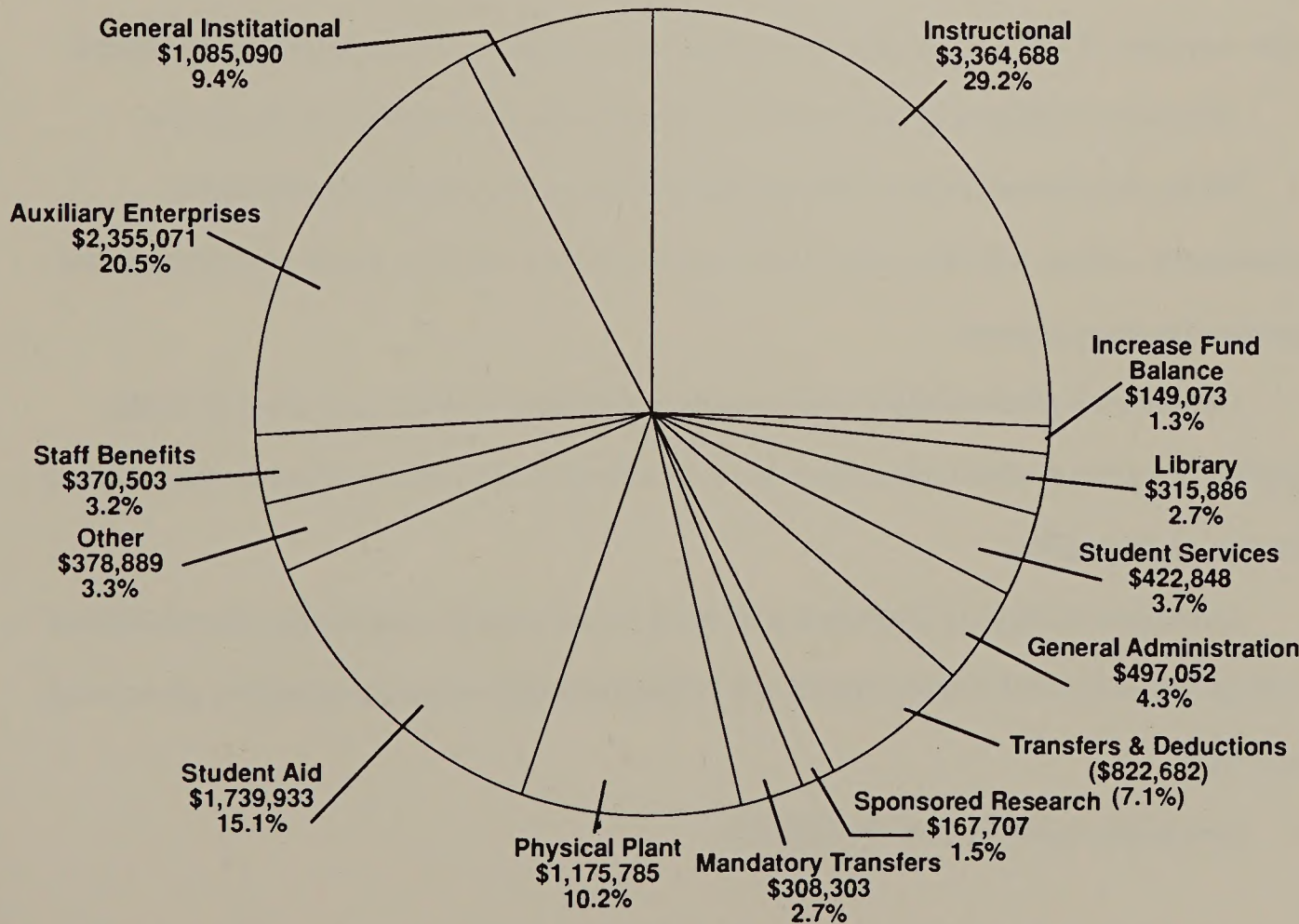
PREVIOUS RECIPIENTS

- | | |
|------|---------------------------------------|
| 1987 | Jake L. Hanna* |
| | Connie Mack Rae |
| 1988 | Paul "Hoss" Greisler
Robert Parish |
| 1989 | Conway Baker
Cecil Upshaw |
- *Deceased

REVENUES \$11,508,146



EXPENDITURES \$11,508,146



CENTENARY'S CREDO

We aspire to be one of the best small colleges in the South. Our special mission will be to earn a national reputation for attaining extraordinary levels of academic performance from our students.

Our students will aim for and reach superior, measurable standards in both liberal studies and in professional programs. We will be noted for our vibrant and stimulating campus life where outstanding scholars, artists, and leaders interact with our students and faculty.

Our student population will be cosmopolitan. There will be a rich diversity of persons from different cultures, areas, and age groups.

Unlike most other colleges, we will be concerned with aspects beyond academic work. Culture, character, and career will be our sustaining cause.

Our college will be noted as a leader in higher education and for its willingness to try new ventures. It will also be noted as a place where leaders are nurtured and produced.

Centenary College will be a regional center for the performing and visual arts.

While the primary focus of the campus will be an undergraduate education, Centenary College will offer a few distinctive graduate programs which meet the special needs of mature persons.

Centenary's physical plant and grounds will provide a visual statement as to the quality of learning which takes place here, as well as to the pride we have in the campus's beauty and integrity.

Centenary College of Louisiana will stand out as a small, residential, church-related college which is rooted in the liberal arts and at the same time is progressive, pioneering, and bold.

Our Motto: LABOR OMNIA VINCIT!

To Parents of Centenary Graduates

If your son or daughter no longer lives at home and would like to receive the Centenary College publications at his or her new address, please send the information to Research and Records, Centenary College, P.O. Box 41188, Shreveport, La. 71134-1188.

The President's Report
from

CENTENARY COLLEGE
Shreveport, Louisiana 71104

Non-Profit Organization

U.S. Postage Paid
Shreveport, La.
Permit No. 696

If you receive more than one copy of this magazine, please share with a friend.



CENTENARY
COLLEGE

1825